

## ABSTRACT

Polling method that encourages freely opinionated replies and makes for extensive collection of diverse replies. Free reply processing module 9 assigns an option ID to a  
5 free reply contained in reply data and associates this free reply with a survey ID and question ID and stores the same in a survey form database 41. A survey form creation module 6 creates a survey form page based on data in the survey form database 41 using HTML or the like and stores this on a Web server 3. The Web server 3 sends the stored survey form page to a respondent terminal 2.